

REPORT ON KRISHI UPOKORONER SHATHIK BABOHAR O BIKROY BISHOYOK RETAILERS TRAINING



ORGANIZED BY: AGRO INPUTS RETAILERS NETWORK (AIRN)- CNFA

SPONSORED BY: BLUE GOLD PROGRAM

Venue: CSS-AVA Training center, Khulna

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Introduction:

Through collaborative practice may build a better opportunity to develop long term planning for providing training service towards the relevant stakeholders and development organization those who seek this types of service.

Considering the training needs of the retailers on Agro input retailing business management and based on several discussion meetings between Blue Gold Program and AIRN-CNFA, a Memorandum of Understanding (MoU) was finalized.

The objectives of the training were;

- To internalize, capacitate and promote the business management by the participants
- To assist the input retailers, understand about the technical knowledge on production technologies of different high value crops, judicious use of pesticides, identification of quality and safe use of pesticides related to pests and diseases for specific symptom of crops and, seeds and fertilizers.
- To make a bridge between the retailers and relevant extension agency (DAE).
- To identify the potential trainer from the participants.

Methodology:

A three day (14-16 November, 2016) residential training course for 23 retailers from Botiaghata, Dumuria and Paikgancha pazila of Blue Gold Program was organized at CSS AVA training centre, Khulna with the facilitation support of Additional Deputy Director (license), DAE, Khulna and Upazila Agriculture Officer, Dumuria, Khulna, Training Specialist and two Senior Program Officers.

Training course coordinator emphasized and outlined the business ethics, principles, promotion and management, judicious use of pesticides, identification of quality and safe use of pesticides, seeds and fertilizers, modern crop production technologies etc. Training outline was so much relevant and effective.

Before commence the training, trainers were diagnosed the participants experiences in the field of Agro Input retailing business. It was observed that 70 % retailers have experience 1-2 years, 15% have 3-5 years, 15% have 6 years and above.

DAE facilitation: Mr. Mohon Kumer Ghosh, Additional Deputy Director (License), DAE, Khulna facilitated the rules and process to have the license by the retailers and **Mr. Nazrul Islam, UAO, Dumuria, Khulna** facilitated the modern production technology of rice.

Practical session:

Practical session was the magnet of training. We have taken various techniques of facilitation for practical session like types of pesticides, judicious use of pesticides, initiate safe use equipment and fertilizer test for quality control, seed germination test, mechanism of fertilizer use, identification of pest & diseases with necessary control measures through flash card, videos, and others relevant hand on materials with creative ideas

Outdoor Session:

Particularly field visit initiatives (ideal shop visit) for the participants have been arranged as part of the training. This session was part of on job training and it will be brought a positive attitude to decorate their Agro inputs shop per USAID rules and how agro inputs business should operate. Two model shops have been visited in Phultala Upazila chapter, Khulna and visited AIRN chapter office. During the visit, the representative of Blue Gold Program was highly appreciated for this types of initiatives.

Major Learning:

- Practical/demonstration sessions were more effective then discussion session.
- Video sessions were more eye-catching than customary session.
- Total technique was scientific and gorgeous.

- Seed germination test made confidence among the participants for ensuring quality.
- Quality fertilizer test were so much good-looking and it could create a business innovation resulting of business promotion by the retailers and customers /farmers could significantly benefited sustainably.

Comments from observer:

The training was highly appreciated from the training participants and personnel of Blue Gold Program particularly the Team Leader and Deputy Team leader.

Recommendations:

Blue Gold project work with the FFS, so, the project may linked the FFS to AIRN *Upazila* Chapter for receive better agro-inputs services and AIRN also participate in the FFS pre-season planning meeting to develop joint business plan.

Short case story of Daud:

Daud Mia came from dumuria upz of Khulna district. He engaged himself in agro inputs retailing business for 3 years, but he thought, he has no enough knowledge about agro business particularly when he is to provide advice to farmers during inputs sale. After receiving the training, now he realized, this basic training would significantly change his business pattern. He said, if the vegetable flash card that contained diseases and pest’s management techniques with him then he will able to gives primary advice to farmers. So, for me flash card would be one of the vital tools for Agro inputs business management and promotion.

Conclusion:

AIP is one of the Agriculture base project and its long-term impact will hit the food security in Bangladesh. Keeping it in mind, AIP took initiatives to enhance crop production through formation & strengthening of AIRN and make availability of quality Agro-inputs.

Some training related photos:



Making understand the business plan tips to Blue Gold Team Leader



Demonstration of fertilizer quality test



Visit the ideal shop by the participants at Phultala Upazila



Demonstration of fertilizer quality test



Ideal Shop visit by the participants



Demonstration of seed germination test



Participants are introducing with different types of training materials



Team leader of Blue Gold is distributing training certificate